



Target Market

Marketing Segmentation

Market Segmentation

Target Markets



Market Segments

Group of individuals or organizations within the larger target market that share one or more characteristics

DEMOGRAPHICS

- ◆ Age
- ◆ Gender
- ◆ Marital Status
- ◆ Education
- ◆ Racial Background
- ◆ Income
- ◆ Employment



GEOGRAPHICS



PSYCHOGRAPHICS

Understanding people's interests and values. These are identified as lifestyle choices.





- ❖ Standard of Living
- ❖ Preferences in Goods and Services
- ❖ Customer Choices



PRODUCT USAGE

- ◆ Frequency of Use
- ◆ Quantity
- ◆ Customer Experience



Devices			Monthly Line Access (per device)
	Smartphones		\$40
	Basic Phones		\$30
	Jetpack / Netbooks / Notebooks / USBs		\$20
	Tablets		\$10
Shared Minutes	Shared Messages ¹	Shared Data	Monthly Account Access (share with up to 10 devices)
Unlimited	Unlimited	1 GB	\$50
Unlimited	Unlimited	2 GB	\$60
Unlimited	Unlimited	4 GB	\$70
Unlimited	Unlimited	6 GB	\$80
Unlimited	Unlimited	8 GB	\$90
Unlimited	Unlimited	10 GB	\$100

BUYER BEHAVIORS

Motives - Patronage, Rational, Emotional, Product

Influences - Social Class, Reference Group, Cultural, Roles

Decision Making Process

- Routine, Limited, Extensive



BENEFIT EXPECTATIONS

- ❖ Values and Expectations received from the good or service purchased.

Examples: Shampoo, Cars, Shoes, Jeans, etc..





Customer Profiles

Develop the Persona

- ◆ Demographics
- ◆ Geographics
- ◆ Psychographics
- ◆ Benefit Expectations
- ◆ Product Usage

Research and Customer
Discovery

